

HOW MUCH MORE COULD YOUR NETWORK DELIVER?

# 5 ways a strong digital network empowers the most successful retail sales teams

Discover how your retail network infrastructure can help you keep up with rocketing customer expectations, relentless competition, and constant cybersecurity threats.



## 1 Omnichannel insight

Imagine having a unique single view of every customer – from purchases and preferences to complaints and the little things that make a big difference. Your digital network can help you find the information you need to consistently surprise and delight customers.



## 2 Enabling better business

Turn omnichannel insight into unique experiences. Whether you want to greet customers by name, offer bespoke discounts or play their favorite music, the only limit is your ingenuity.

## 3 Dynamic access management

You need flexibility to capitalize on seasonal demand. Give temporary staff the support to deliver exceptional customer service, while protecting sensitive areas and data access for permanent staff.



## 4 Digital productivity

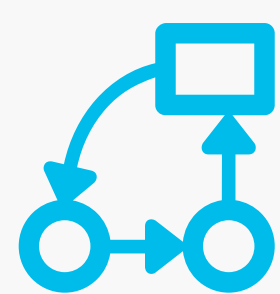
Why keep staff tied to tills and workstations? Give them the ability to work anywhere, on whatever device they need. And because more and more devices are connecting to your network, a high-density Wi-Fi guarantees a fast, dependable service.

## 5 Baked-in security

End-to-end security isn't just something that becomes active when there's a threat. A secure store is built on security that's deeply integrated into the network—not separate from it.



## Why you should consider a digital infrastructure: **by the numbers**



**35%** of retailers are struggling to implement a strategy to give a single view of the customer.  
*(PWC Total Retail 2017)*



Only **52%** of retailers think their security infrastructure is very up-to-date.  
*(Cisco Annual Cybersecurity Report 2017)*



IoT devices in retail are set to reach **49.2 million** by 2020.  
*(Information Age, March 2017)*



**42%** of digital retail value lies in investing in enablement technologies.  
*(Cisco Customer Survey, January 2017)*

Discover Cisco DNA for Retail:  
[cisco.com/c/en/us/solutions/enterprise-networks/dna-in-retail.html](https://cisco.com/c/en/us/solutions/enterprise-networks/dna-in-retail.html)